



WKMG

Print Date: 08/09/12

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Contract / Revision

256471

Flight Dates 08/11/12-08/14/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:15:00

Advertiser POL/Geraldine Thompson/I Product FOR STATE SENATE

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WKMG	08/13/12	08/13/12	Morn News at 6a Morn News at 6a	CM	6-7a	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$800.00		0.00						
N 6	WKMG	08/13/12	08/13/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$600.00		0.00						
N 7	WKMG	08/13/12	08/13/12	2-3p The Talk The Talk	CM	2-3p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$650.00		0.00						
N 8	WKMG	08/13/12	08/13/12	News at 6p News at 6p	CM	6-630p	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$900.00		0.00						
N 9	WKMG	08/13/12	08/13/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$800.00		0.00						
N 10	WKMG	08/14/12	08/14/12	Morn News at 530a Morn News at 530a	CM	530-6a	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$600.00		0.00						
N 11	WKMG	08/14/12	08/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	-T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$800.00		0.00						
N 12	WKMG	08/14/12	08/14/12	CBS This Morning The Early Show	CM	7-9a	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$600.00		0.00						
Totals														12	\$7,600.00